

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

90. (Currently amended) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

identifying a caller identity or a first caller attribute related to the caller,

storing in a first electronic database, prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller, as an additional attribute, comprising a preference of the caller not to receive one or more undesired sales pitches,

searching the first electronic database to determine the additional attribute of the caller based on at least one of the caller identity or the first caller attribute,

searching a second electronic database of potential sales pitches to identify a first sales pitch that is not one of the one or more undesired sales pitches based upon at least the additional attribute of the caller,

routing the service call to a human operator for presentation of the first sales pitch to the caller, and

assisting the human operator in presenting the first sales pitch to the caller.

91. (Cancelled)

92. (Previously presented) The process of claim 90 wherein the sales pitch preference of the caller comprises a preference not to receive any sales pitch.

93. (Previously presented) The process of claim 90 wherein the sales pitch preference of the caller further comprises a preference to receive a certain type of sales pitch.

94. (Previously presented) The process of claims 90 further comprising populating the first electronic database prior to the call with information indicative of the caller.

95. (Previously presented) The process of claim 94 further comprising populating the first electronic database with information indicative of a response by the caller to the first sales pitch.

96. (Previously presented) The process of claim 94 further comprising populating the first electronic database with information indicative of responses made by the caller in response to past sales pitch presentations.

97. (Previously presented) The process of claim 94 further comprising populating at least one of the first or the second electronic database with information indicative of past misbehavior of the caller.

98. (Previously presented) The process of claim 90 further comprising searching the second electronic database for a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch, wherein the first electronic database is populated with information indicative of a response by the caller to the first sales pitch prior to searching the database for the second sales pitch.

99. (Previously presented) The process of claim 90 wherein assisting the human operator in presenting the first sales pitch comprises displaying at least a portion of the selected first sales pitch on a display of the human operator.

100. (Previously presented) The process of claim 90 wherein the first sales pitch is identified within the second database only when at least the additional attribute of the caller indicates that the caller satisfies a predetermined criterion.

101. (Previously presented) The process of claim 90 wherein the first caller attribute indicates a geographic residence of the caller, and identifying the first sales pitch includes making unavailable for selection one or more sales pitches of the second electronic database based upon the geographic residence of the caller.

102. (Previously presented) The process of claim 90 wherein the additional attribute of the caller includes a credit status for the caller, and identifying the first sales pitch includes selecting the first sales pitch for the caller only when the credit status of the caller is satisfactory.

103. (Previously presented) The process of claim 90 further comprising transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

104. (Previously presented) The process of claim 103 further comprising communicating information related to the caller to the commercial partner substantially in real time.

105. (Previously presented) The process of claim 104 wherein the information comprises information related to the first sales pitch presented to the caller.

106. (Previously presented) The process of claim 90, further comprising:
transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch, wherein the commercial partner provides a second sales pitch to the caller;
receiving feedback information from the commercial partner regarding a response by the caller to the second sales pitch; and
populating the first electronic database with information indicative of the response by the caller to the second sales pitch.

107. (Currently amended) A system for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the system comprising:

an identification component configured to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first electronic database configured to store as an attribute related to the caller and, prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller comprising a preference of the caller not to receive one or more undesired sales pitches as an attribute related to the caller;

a search component configured to identify in the first electronic database the attribute related to the caller based on the caller identity;

a second electronic database configured to identify a first sales pitch that is not one of the one or more undesired sales pitches based on at least the attribute related to the caller;

a call router configured to route the service call to a human operator to assist the caller and for presentation of the first sales pitch to the caller; and

a presentation component configured to assist the human operator to present the first sales pitch to the caller.

108. (Cancelled)

109. (Previously presented) The system of claim 107 wherein the first electronic database is configured further to identify the sales pitch preference to indicate that the caller prefers not to receive any sales pitch.

110. (Previously presented) The system of claim 107 wherein the first electronic database is configured further to identify the sales pitch preference to indicate that the caller prefers to receive a certain type of sales pitch.

112. (Previously presented) The system of claim 107 wherein the first electronic database is configured further to store information indicative of past misbehavior of the caller.

113. (Previously presented) The system of claim 107 wherein the first electronic database is configured further to store information indicative of a response by the caller to the first sales pitch.

114. (Previously presented) The system of claim 113 wherein the second electronic database is configured further to identify a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch based on the updated information of the first electronic database.

115. (Previously presented) The system of claim 107 wherein the second electronic database is configured to identify the first sales pitch only when at least the attribute related to the caller satisfies a predetermined criterion.

116. (Previously presented) The system of claim 107 wherein the second electronic database is configured to identify the first sales pitch only when the identity and the attribute related to the caller satisfy a predetermined criterion.

117. (Previously presented) The system of claim 107 wherein the first electronic database is configured to store information to indicate a geographic residence of the caller, and the second electronic database is configured to identify the first sales pitch based upon the geographic residence of the caller.

118. (Previously presented) The system of claim 107 wherein the first electronic database is configured to store information to indicate a credit status of the caller, and the second electronic database is configured to identify the first sales pitch only when the credit status of the caller is satisfactory.

119. (Previously presented) The system of claim 100 further comprising an external call router configured to transfer the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

120. (Previously presented) The system of claim 119 wherein the external call router is configured further to communicate information related to the caller and the first sales pitch to the commercial partner substantially in real time.

121. (Currently amended) A computer program stored on a computer readable medium for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the computer program comprising:

an identification code segment that causes the computer to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first database code segment configured to store as an attribute related to the caller and, prior to the receipt of the incoming service call from the caller, a sales pitch preference of the

caller comprising a preference of the caller not to receive one or more undesired sales pitches as an attribute related to the caller;

a search code segment that causes the computer to identify the stored attribute related to the caller based on the caller identity;

a second database code segment that causes the computer to identify a first sales pitch that is not one of the one or more undesired sales pitches based on at least the attribute related to the caller;

a call routing code segment that causes the computer to route the service call to a human operator to assist the caller and to present the first sales pitch to the caller; and

a presentation code segment that causes the computer to assist the human operator to present the first sales pitch to the caller.

122. (Cancelled)

123. (Previously presented) The computer program of claim 121 wherein the first database code segment causes the computer to store the sales pitch preference to indicate that the caller prefers not to receive any sales pitch.

124. (Previously presented) The computer program of claim 121 wherein the first database code segment causes the computer to store the sales pitch preference to indicate that the caller prefers to receive a certain type of sales pitch.

126. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to store information indicative of past misbehavior of the caller.

127. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to store information indicative of a response by the caller to the first sales pitch.

128. (Previously presented) The computer program of claim 121 wherein the second database code segment further causes the computer to identify a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch based on the newly stored information indicative of the response by the caller to the first sales pitch.

129. (Previously presented) The computer program of claim 121 wherein the second database code segment further causes the computer to identify the first sales pitch only when at least the attribute related to the caller satisfies a predetermined criterion.

130. (Previously presented) The computer program of claim 121 wherein the second database code segment further causes the computer to identify the first sales pitch only when the identity and the attribute related to the caller satisfy a predetermined criterion.

131. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to store information to indicate a geographic residence of the caller, and the second database code segment further causes the computer to identify the first sales pitch based upon the geographic residence of the caller.

132. (Previously presented) The computer program of claim 121 wherein the first database code segment further causes the computer to store information to indicate a credit status of the caller, and the second database code segment further causes the computer to identify the first sales pitch only when the credit status of the caller is satisfactory.

133. (Previously presented) The computer program of claim 121 further comprising an external routing code segment that causes the computer to transfer the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

134. (Previously presented) The computer program of claim 133 wherein the external routing code segment further causes the computer to communicate information related to the caller and the first sales pitch to the commercial partner substantially in real time.

135. (Previously presented) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

identifying a caller identity or a first caller attribute related to the caller,

storing in a first electronic database, prior to the receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller,

searching the first electronic database to identify the information indicative of past misbehavior based on at least one of the caller identity or the first caller attribute,

omitting to search the second electronic database for a potential sales pitch based on the identified information indicative of past misbehavior,

routing the service call to a human operator based on the identified information indicative of past misbehavior, and

assisting the human operator to take the service call based on the identified information indicative of past misbehavior.

136. (Previously presented) A system for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the system comprising:

- an identification component configured to determine a caller identity related to a caller seeking assistance from a customer service call center;

- a first electronic database configured to store, prior to receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller;

- a search component configured to identify in the first electronic database the information indicative of past misbehavior based on the caller identity;

- a call router configured to bypass a sales pitch selection process and to route the service call to a human operator based on the identified information indicative of past misbehavior; and

- a presentation component configured to assist the human operator to take the service call based on the identified information indicative of past misbehavior.

137. (Currently amended) A computer program stored on a computer readable medium for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the computer program comprising:

- an identification code segment that causes the computer to determine a caller identity related to a caller seeking assistance from a customer service call center;

- a first database code segment configured to store, prior to receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller;

- a search code segment that causes the computer to identify the information indicative of past misbehavior based on the caller identity;

- a second database code segment configured to cause the computer to identify a first sales pitch for the caller;

- a call routing code segment that causes the computer to bypass the second database code segment and to route the service call to a human operator based on the identified information indicative of past misbehavior; and

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a presentation code segment that causes the computer to assist the human operator to present the service call based on the identified information indicative of past misbehavior.